

EXHIBIT C

ANNUAL
MEAT 2017
CONFERENCE



February 19-21, 2017

**HILTON ANATOLE
DALLAS, TEXAS**

www.meatconference.com



The Annual Meat Conference aims to satisfy your appetite for learning and professional growth and brings you the best in meat on one plate!

93% of last year's attendees rated the conference as good or very good



- Understand the global market to remain competitive into the future.
- Foster new supplier and retailer partnerships through networking and social activities.
- Learn about top industry issues affecting meat retail sales and operations.
- Discover new technologies in packaging and product freshness applications.
- See and taste a variety of new products offered by suppliers from across the country.
- Become better prepared to take on the challenges of today and tomorrow.

2017 Annual Meat Conference Planning Committee

JERRY KELLY (Co-Chair)
Sealed Air Corporation

TOM SARGENT (Co-Chair)
Albertsons Companies

PAUL ADAMS
The Kroger Co.

JACK BELL
Sam's Club

LEE BONECUTTER
Cargill Case Ready

ALEX CORBISHLEY
Target Corporation

CATHY EAST
Albertsons Companies

PETE ECKES
Global Perishable Strategies

JIM ETHRIDGE
National Cattlemen's Beef Association

PATRICK FLEMING
National Pork Board

LAURIE A. GETHIN
Food Marketing Institute

JOHN HAGERLA
Hartley Ranch Angus Beef

CHRISTOPHER HALLER
Tyson Foods, Inc.

GREGG IBES
Everson Spice Company, Inc.

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Harris Teeter LLC

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Kayem Foods Inc.

RICK STEIN
Food Marketing Institute

TOM SUPER
National Chicken Council

JERRY SUTER
Meijer, Inc.

MICHAEL UETZ
Midan Marketing

ANN WELLS
North American Meat Institute

KEITH WELTY
National Beef Packing Company, LLC

MARK G. WESTMOLAND
Associated Grocers, Inc. (LA)

RANDY WHITEMORE
Certified Angus Beef, LLC

KEITH WILLIAMS
National Turkey Federation

ART YERECIC
Yeretic Label

ERIC ZITO
North American Meat Institute

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Schedule-at-a-Glance

SUNDAY, FEBRUARY 19

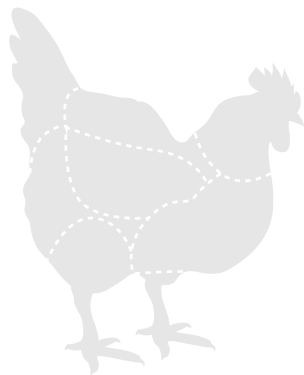
10:00 AM – 6:30 PM	Registration
1:00 PM – 1:15 PM	Welcome and Opening Remarks
1:15 PM – 1:30 PM	Meat Matters Most! Power of Meat Preview
1:30 PM – 2:30 PM	Opening General Session: Agriculture: Trends, Topics, and Tomorrow
2:30 PM – 2:45 PM	Break
2:45 PM – 3:30 PM	<i>Concurrent Workshops</i> <ul style="list-style-type: none"> • Regulatory Update • Personalized Nutrition: An Industry Disruptor? • The Farmer's Perspective and Industry Transparency
3:30 PM – 3:45 PM	Break
3:45 PM – 4:45 PM	General Session: The Power of Servant Leadership
4:45 PM – 6:45 PM	Welcome Reception <i>Sponsored by:</i>



Tyson Foods, Inc.

MONDAY, FEBRUARY 20

7:00 AM – 5:00 PM	Registration
7:00 AM – 8:00 AM	Breakfast
8:00 AM – 9:45 AM	General Session: Market Outlook for Meat and Poultry
9:45 AM – 10:15 AM	Break



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MONDAY, FEBRUARY 20 CONTINUED

- 10:15 AM – 11:00 AM** *Concurrent Workshops*
- Market Outlook: Extended Q&A
 - Making Modern Marketing Work for You
 - Communicating the Story to Consumers
- 11:00 AM – 11:15 AM** Break
- 11:15 AM – 12:30 PM** General Session: After the Earthquake:
The New Scene in Washington
- 12:30 PM – 5:00 PM** Exhibit Hall Open
(includes lunch and reception on exhibit floor)

TUESDAY, FEBRUARY 21

- 7:00 AM – 10:00 AM** Registration
- 7:00 AM – 8:00 AM** Breakfast
- 8:00 AM – 9:00 AM** General Session: Meat Consumer Segmentation
- 9:00 AM – 9:15 AM** Break
- 9:15 AM – 10:00 AM** *Concurrent Workshops*
- Food Safety Modernization Act: What the Meat Department Needs to Know
 - The Impact of Organic and No Antibiotics Ever Positioning on Total Store Sales
 - Emerging Consumer Concerns and Issues Management
- 10:00 AM – 10:15 AM** Break
- 10:15 AM – 11:30 AM** Closing General Session:
The Power of Meat: An In-depth Look at Meat Through the Shopper's Eyes

Sponsored by:  **Sealed Air**
Re-imagine™

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Program Highlights

AGRICULTURE: TRENDS, TOPICS, AND TOMORROW



Join us for a thoughtful, entertaining discussion on current events, consumer concerns, regulatory battles, and societal issues affecting the business of Agriculture. This high-energy presentation will look at what Ag does well and where Ag is losing the battle, with sources and stories that are sometimes overlooked by mainstream Agriculture. Hear about challenges and opportunities for the industry, such as consumer opposition to GMOs, the shopping habits of suburbia, why the “cheap food argument” is outdated, how Ag can thrive by realizing there are two sets of global consumers, and why the future is bright. You’ll get an update on the state of Agriculture, with real-world examples that will make you both think and laugh.

- **Damian Mason**, *CSP, Business and Agriculture Speaker*

AFTER THE EARTHQUAKE: THE NEW SCENE IN WASHINGTON



After an exhausting election year, we have a new president and some new faces in Congress. Will they work together better than the last “team of rivals” in the federal power structure? Do they even see the nation’s problems the same way? How will agriculture policy and essential government services such as meat inspection and other functions of the USDA and FDA be affected? As senior editor and correspondent on NPR’s Washington Desk, Ron Elving covers the stories, the issues, and the people driving Washington decision-making. In his engaging style, Ron will discuss where things stand on the Hill, in the Executive Branch and in the broader body politic.

- **Ron Elving**, *Senior Washington Editor and Correspondent, National Public Radio*

THE POWER OF SERVANT LEADERSHIP



Servant Leadership is currently practiced in some of America’s most admired and successful organizations including Starbucks, Southwest Airlines,

AFLAC, Nestlé, Marriott and all branches of the US Military. Servant Leadership, a values and relational based approach to leadership, seeks to create a high-trust culture and involves identifying and meeting the legitimate needs (as opposed to wants) of those entrusted to the care of the leader. Learn about the principles of servant leadership and the skills you can build to improve productivity, creativity, commitment, employee retention, customer service, customer satisfaction, and the bottom line.

- **Jim Hunter**, *Principal/Best-Selling Author, J.D. Hunter Associates, LLC*

MARKET OUTLOOK FOR MEAT AND POULTRY



The economic impact of changing meat,

poultry, and livestock supply and demand conditions provide challenges for producers and retailers alike. This session will take an in-depth look at the beef, pork, and poultry markets and explore how factors including weather, animal health, and changing export markets continue to impact domestic availability and prices. Understanding changes in consumer spending and worldwide economic trends, combined with the knowledge of what to expect in livestock markets, will help you prepare for the coming years.

- **Paul Aho**, *Economist and Consultant, Poultry Perspective*
- **Randy Blach**, *CEO, Cattlefax*
- **Steve Meyer**, *Vice President, Pork Analysis, EMI Analytics*

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THE POWER OF MEAT: AN IN-DEPTH LOOK AT MEAT THROUGH THE SHOPPERS' EYES



It's an upside-down world. After years of growing dollars in a volume-challenged marketplace, deflation is profoundly changing the meat purchase yet again. Join us for our number one-rated session for nine years running to see how buying patterns, consumer interest and trends are shifting. The Power of Meat is the peer-recommended, highly valued update on our category's path to purchase, starting with the influence of megatrends and pre-trip planning through in-store tactics and ways to better meet consumer needs.

- » Is shopper interest for transparency still growing and what influence do megatrends have?
- » How important are promotions and pre-trip planning in today's deflationary environment?
- » Are alternative channels continuing to make inroads?
- » How does the meat purchasing decision stack up? Has the interplay of price, quality, convenience, nutrition and service changed in today's marketplace?
- » What are areas of strength and opportunity as we work to maximize satisfaction, sales and profits?

Join us for the can't-miss state of the industry review to see our world through the eyes of the shopper.

- **Anne-Marie Roerink**, *Principal*,
210 Analytics, LLC

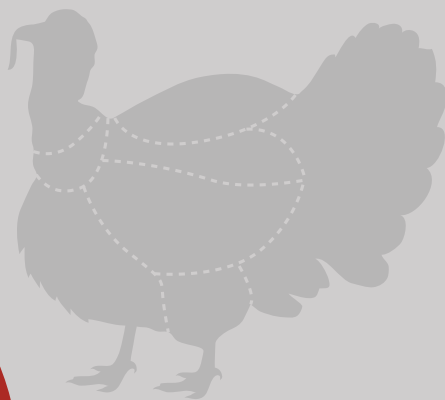
MEAT CONSUMER SEGMENTATION



This session will offer an in-depth look at today's meat consumer segments and provide an

understanding of how these segments differ, what characteristics drive those differences and how you can leverage this information to better target your customers. The U.S. consumer market is significantly different today compared to a few years ago. There are more generational and ethnic groups living in the U.S. than ever before and this age/ethnic diversity is influencing food consumption in general and meat consumption in particular. Along with examining the size and demographics of today's different meat consumer segments, the session will explore how personal attitudes and opinions affect meat usage, purchasing behavior, and perceptions of meat products and brands.

- **Danette Amstein**, *Principal*, Midan Marketing
- **Michael Uetz**, *Principal*, Midan Marketing



Power of Meat Preview

Join us as the conference convenes to hear highlights from the Power of Meat report, which will tie into trends and programming you will see and hear throughout the Annual Meat Conference.

Register today at meatconference.com

Questions

REGISTRATION

Valencia Covington
Food Marketing Institute
202.220.0662
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EXHIBITS AND SPONSORSHIP

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EDUCATION PROGRAM

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SPONSORS



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Conference Information

HOTEL INFORMATION

Hilton Anatole
2201 N Stemmons Fwy
Dallas, TX 75207
Phone: 214.748.1200

Room rate: Single/Double - \$209/night

Reservations should be made directly with the Hilton Anatole by calling 214.748.1200 or by using the link below for online reservations. We encourage you to make your reservations early, as the hotel may sell out before the conference. Reservations made after the cutoff date will be accepted on a space-available basis and higher rates may apply. Please ask for the NAM (Meat Conference) rate of \$209/night. Reservations should be made before **January 25, 2017**.

Hotel reservations can be made online at meatconference.com/content/location

Beware of hotel poachers!

Please do not book your hotel reservation through any group that reaches out to you directly - they are not associated with our event. Please reserve your room with the official hotel and get the group rate using the information given here.

REGISTRATION INFORMATION

Please visit meatconference.com to register online.

Registration Rates:

FMI member retailer/wholesaler	\$745
Exhibiting supplier/broker	\$745
Non-member retailer/wholesaler	\$1500
Non-exhibiting supplier/broker (member)	\$1500
Non-exhibiting supplier/broker (non-member)	\$2250
Companion/Spouse (non-industry guest)	\$100

Special Offers:

EARLY-BIRD DISCOUNT:

Register by **January 11, 2017**, and receive \$100 off! *Exhibiting brokers/suppliers and FMI retailer/wholesaler members only.*

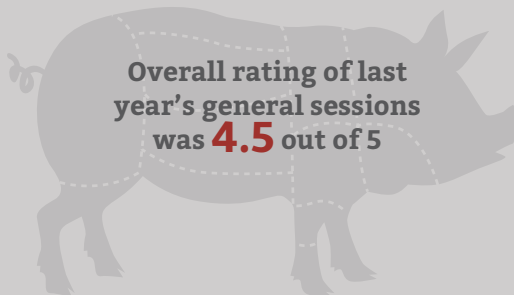
BUY 2, GET 1 FREE: FMI supermarket retailer/wholesaler members only. To receive the special FMI retailer/wholesaler offer, three people from the same FMI member company must register for the conference. In order to receive the discount coupon, please email register@fmi.org with the names of the 2 individuals that are REGISTERED and PAID for the event.

COMPLIMENTARY COPY OF 2017 POWER OF MEAT:

Your conference registration entitles you to a complimentary copy of the 2017 Power of Meat report, which explores purchasing, preparation and consumption trends through the eyes of the shopper.

SPONSORED BY  **Sealed Air**
Re-Imagine

Overall rating of last year's general sessions was **4.5** out of 5



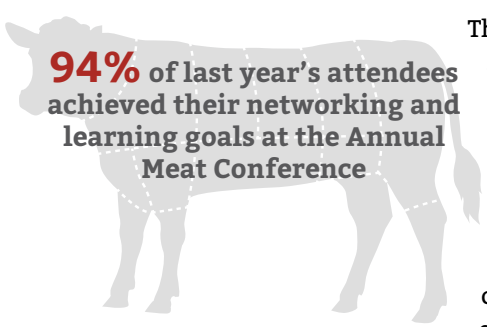
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A Feast of Great Tastes

Always a crowd favorite, we expect more than 75 exhibiting companies to showcase their meat and poultry products as well as state-of-the-art technology to more than 200 retailer representatives at the annual exhibit event. This is the only conference dedicated to the retail segment of the meat and poultry industry.



Last year's overall conference rating was **4.35** out of 5.



94% of last year's attendees achieved their networking and learning goals at the Annual Meat Conference

This exhibit opportunity is a feast of great tastes as processors showcase their products, and includes innovative technology and services retailers need to improve their bottom line.

Join your meat and poultry industry colleagues at the one and only meat retail event of the year!

COMMITTED 2017 EXHIBITORS INCLUDE:

- | | | |
|---------------------------------|-------------------------------|--------------------------------------|
| • Amazing Taste Foods, Inc. | • Company, Ltd. | • Perdue Foods |
| • American Foods Group | • Fieldale | • Pineland Farms Natural Meats, Inc. |
| • Applied Data Corporation | • FPL Food, LLC | • Premier Proteins |
| • Beef Products Inc. | • GNP Company | • ProPortion Foods LLC |
| • Bob Evans Farms, Inc. | • Golden West Food Group | • Rupari Food Service |
| • Borgen Systems | • Grasselli-SSI | • Sanderson Farms Inc. |
| • Branding Iron Holdings | • Hain Pure Protein | • Schweid & Sons |
| • Brava Meat Company | • JBS/Pilgrims | • Sealed Air |
| • BUBBA Foods, LLC | • Johnsonville Sausage | • Smithfield Foods |
| • Butterball, LLC | • Kayem Foods Inc. | • Sonac |
| • Cargill | • Land O'Frost | • Strauss Brands, Inc. |
| • Carl Buddig & Company | • Man Cave Craft Meats | • Sugardale Foods |
| • Catelli Brothers | • Marcho Farms Inc. | • Superior Farms |
| • Certified Angus Beef LLC | • METTLER TOLEDO | • Teton Waters Ranch |
| • Certified Hereford Beef | • Miller Poultry | • The Lamb Company |
| • Clemens Food Group | • Mountain States Rosen | • Thomas Foods International |
| • Cooking Made Easy | • Mulay's Sausage Corporation | • Tyson Foods, Inc. |
| • Coveris | • Multisorb Technologies | • Urner Barry |
| • Creekstone Farms Premium Beef | • National Beef | • Volk Enterprises |
| • D'Artagnan | • NH Foods | • Yerecic Label |
| • Everson Spice | • Nippon Shokken U.S.A. Inc. | • Zip-Pak |
| • Excalibur Seasoning | • Pederson's Natural Farms | |

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ANNUAL
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"The Annual Meat Conference is our key opportunity to develop and grow relationships with peers and industry leaders. Many innovative products are presented for the first time at this event, so you'll want to ensure that you are seeing what your competition is seeing. And as you look to grow talent within your organization, I strongly urge you to consider bringing those individuals to the conference to take advantage of this outstanding educational and networking event."

— Tom Sargent, Vice President, Retail Support - West, Meat and Seafood Merchandising, Albertsons Companies, Conference Co-Chair



"Every year, the Annual Meat Conference gives me the exceptional opportunity to meet new industry colleagues, as well as to re-connect with both retailers and customers. The Meat Conference has consistently proven to be the perfect venue to learn as well as meet with key industry influencers. This is truly a must-attend conference for those in the meat industry."

— Jerry Kelly, National Business Development Manager, Sealed Air Corporation, Conference Co-Chair

